

Periodic Research

Corporate Social Responsibility: Initiatives in Healthcare Sector and its Impact on Rural Development



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Abstract

Rural area, especially the health sector has been sidelined by many governments and the corporate sector long ago. With the advent of the concept of Corporate Social Responsibility, Corporate Citizenship and Sustainability, Rural Development in context to health related development has come to forefront of these groups. Even Companies Act, 2013 have mandated that a corporate at least invest 2% of their average net profit in CSR activities. The present paper attempts to explore into the CSR initiatives of private and public companies towards Health Sector especially in rural area, as it has become the very important stakeholder for these corporations. Twenty five companies pertaining to various sectors of Automobiles, Information Technology enabled Services, Pharmaceuticals, FMCG, Banking etc. Across India have been selected for the purpose of study. The methodology opted for the present study is relied on the Review of Literature, internet based research, case studies and various websites devoted to CSR. The paper concludes with the benefits of Corporate Social Responsibility on Rural Development as well as on the well-being and goodwill creation of these companies and the best practices adopted within different sectors.

Keywords: Corporate Social Responsibility, Health Sector, Rural Development, Stakeholders.

Introduction

Corporate Sustainability is the new philosophy which has superseded the traditional concept of company's basic objective of growth and profit maximization with the holistic focus on Sustainable Development comprising Environmental Protection, Social Justice and Equity simultaneously with Economic Development i.e. Corporate Growth and Profit Maximization^[10].

With the advent of Corporate Social Responsibility, large corporations have identified their role towards the society and have accepted their responsibility towards the space wherein they are operating. As a Corporate Citizen, every corporate is bound by the duty towards the society whom they ultimately serve. Thus, it has become imperative for the companies to club and integrate in their primary objectives, the Corporate Social Responsibility activities.

Corporate Social Responsibility (CSR)

CSR is a concept whereby the companies not only take into consideration their basic objective of growth and profit maximization but also takes into consideration the interests of the society and their stakeholders (Consumers, Employees, Investors, Suppliers, Government, etc.)^[10]. Implied expectations of the society increases when these corporations grow bigger in size and starts earning huge profits, to give something in return to those who have worked with these corporations to grow bigger and earn enormously.

Corporate Social Responsibility is more than the Philanthropy. Philanthropy is a selfless giving towards any kind of social need that is not served, underserved. On the other Corporate Social Responsibility is how about the company aligns their values to social causes by including and collaborating with their stakeholders and it is not the selfless activity; companies derives long-term benefits out of these activities.

According to **Browin H.R.**, Social Responsibility is defined as "the obligation of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of society".

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According to the **World Business Council for Sustainable Development**^[1], Corporate Social Responsibility is defined as the “continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large.”

Thus, it can be encapsulated that Corporate Social Responsibility is the concept of business being accountable for how it manages the impact of its processes on stakeholders and takes responsibility for producing a positive effect on the society.

The concept of Corporate Social Responsibility is not new in India, **JRD Tata**, Chairman of the TATA Group once stated that “to create good working conditions, to pay the best wages to its employees are not enough for the industry, the aim of an industry should be to discharge its overall social responsibilities to the community and the society at large, where industry is located”. With this vision, TATA established many welfare activities even before the statutory laws across the world were established, by setting up free medical aid in 1915, a Welfare Department in 1917, leave with pay, Worker’s Provident Fund and Worker’s Compensation in 1920 and Maternity Benefits for ladies in 1928. Following the lead, many companies started activities to complement with their basic objective.

Guidelines for Companies issued by the Ministry of Corporate Affairs vide Companies Act, 2013:

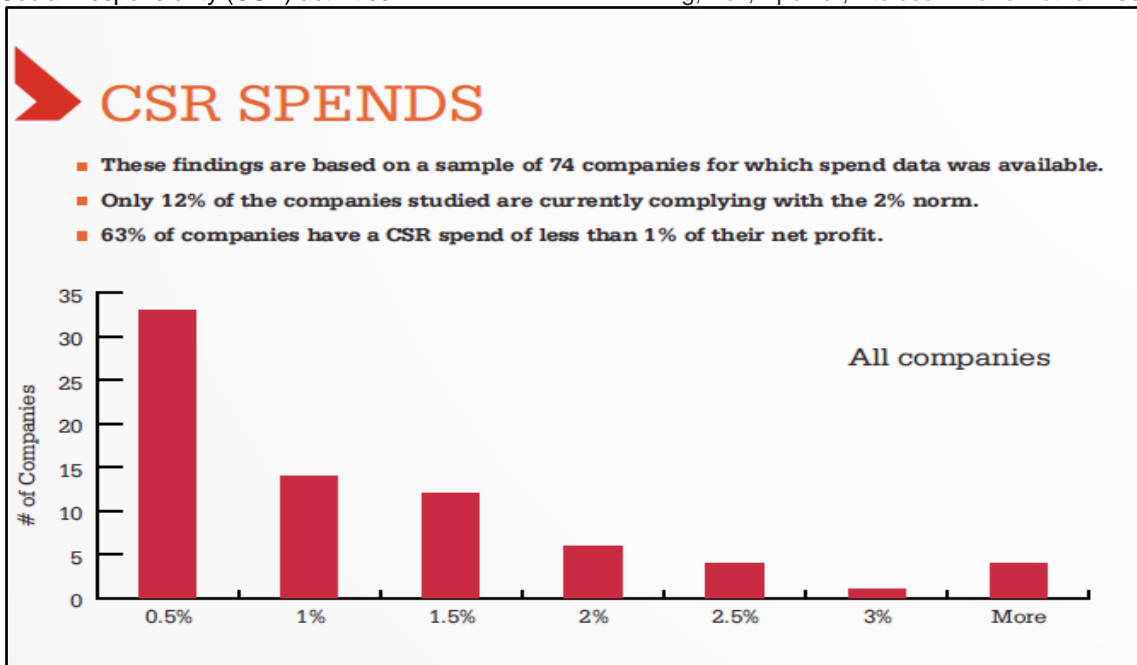
1. Creation of separate fund for their Corporate Social Responsibility (CSR) activities.

2. Clear demonstration of Company’s CSR commitment and allow shareholders to compare programs.
3. Clause 135 mandates a company having an annual turnover of Rs.1,000 Crore and more, or a net worth of Rs.500 Crore and more, or a net profit of Rs.5 Crore and more to spend at least 2% of their average net profit in the previous three years on CSR activities.
4. The Act also mandates disclosures regarding the non-spending of the said percentage or amount so specified.

Corporate Social Responsibility in Healthcare Sector

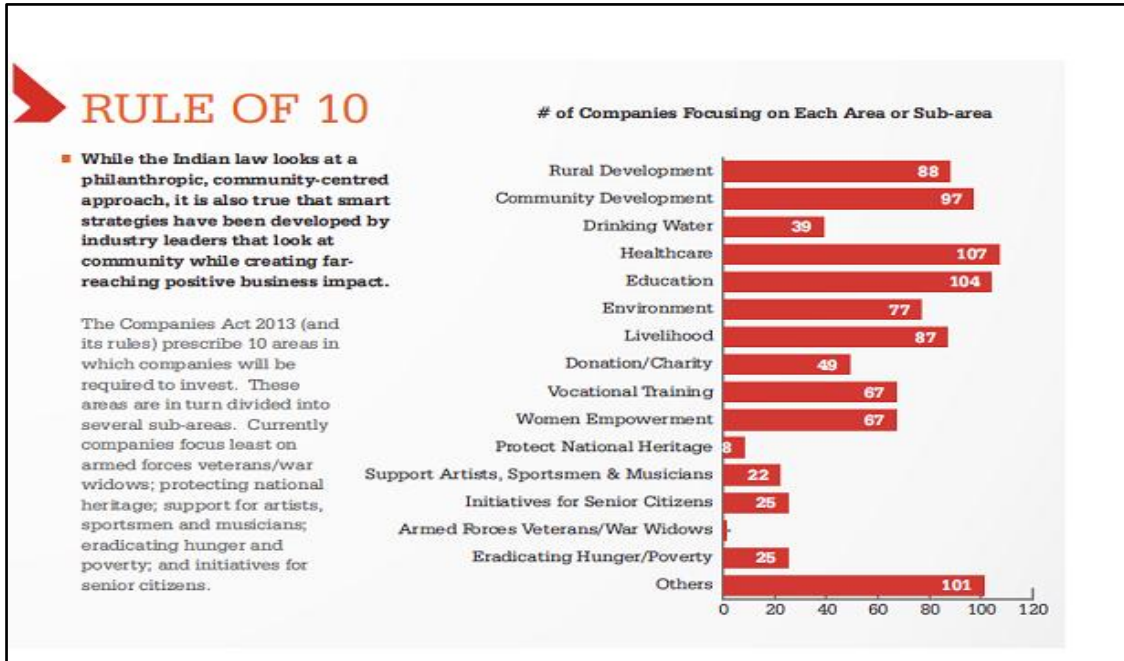
According to the World Health Organization (WHO) Report 2000^[3], India is ranked at 112th position among 191 member nations and nearly 60 crore poor in rural and urban areas do not have access to quality healthcare that is affordable. Government Expenditure in the healthcare sector is very low. According to Economic Survey, 2013^[4], total expenditure in healthcare sector in the year 2010 was only 4.1% of the GDP. The Report also highlighted that the public expenditure share alone was lower at 1.2% which means that private expenditure was around 70% of the total healthcare spending.

In a Study conducted by Prof. Utkarsh Majmudar and Namrata Rana in August 2014 titled ‘**Top Indian Companies for CSR Report, 2014**’^[11] and in their Report following is the expenditure by the top 100 Companies covering automobile, banking, FMCG, infrastructure, IT, manufacturing, metals and mining, oil, power, telecom and other sectors.



The Study also explained about the areas and sub- areas where these top 100 companies have focused their CSR Activities on for the year 2014,

whereby majority of the activities are in the area of Rural & Community Development and the least in the areas of eradicating hunger and poverty.



According to the articles published in The Tribune, on 13th July, 2015 titled '*Development yet to embrace rural India*' by BS Ghuman, (Professor, Department of Public Administration)^[8] and on 14th July, 2015 titled '*Tackle Poverty with new Ideas*' by Sushma Ramachandran^[9], both have discussed about the Socio-Economic and Caste Census (SECC), 2011 and have opined that life in rural areas has not really gotten any better with many, even now, do not have an access to safe drinking water. As the schemes launched by the Government and many corporates under CSR activities is still not sufficient to make any head through till it reaches the actual target group. The main reasons cited is due to (i) wrong identification of the beneficiaries; (ii) corrupt practices associated with the financial transactions; (iii) diversion of funds by the poor; (iv) non contribution of state share to funds; and (v) lack of political and administrative accountability.

Thus, the companies can play vital roles in ensuring that there is affordability, accessibility, and quality of healthcare by starting and implementing plethora of programs, strategies under CSR initiatives in healthcare sector and can leverage to realize the healthier India.

The Study

In an effort to understand the initiatives undertaken by Twenty Five Companies (private and public) operating across India for Rural Development especially in Health Sector and the impact of these initiatives in rural population in India.

Objectives of the Study

1. To study and understand the CSR initiatives taken by the selected companies in Health Sector.
2. To examine the approach and modes of action for implementation of such CSR initiatives.
3. To assess the impact of such initiatives in rural population in India.

Methodology

Twenty five companies pertaining to various sectors of Automobiles, Information Technology enabled Services, Pharmaceuticals, FMCG, Banking etc. across India have been selected for the purpose of study. The methodology opted for the present study is relied on the Review of Literature, internet based research, case studies, Annual Reports and various websites devoted to CSR.

Limitations

1. This study has focused only on the known big companies working in their respective industry
2. No primary data was collected. Secondary data i.e. published data available on internet, Annual Reports and various websites devoted to CSR has been utilized.

Hypothesis

1. The selected companies have adopted the requisite CSR initiatives/ Programs in the Healthcare Sector.
2. Modes of action for implementation of CSR initiatives are effective to reach the target areas and have made positive impact in the lives of the target areas.

Results and Discussion

The Study shows that all the surveyed companies have their CSR policies in place and the vision and mission statements and the CSR Policies of these surveyed companies clearly reflects and mentions CSR activities or philosophy under practices in various thematic areas such as livelihood, health, education, environment, infrastructure. Major CSR activities were in the Livelihood and Education sector and least in Infrastructure sector. All these activities were initiated for sustainable development with especial focus on rural area.

The study found that the companies have implemented or took initiative of the CSR are through many modes but few are largely used, which are through internal departments especially devoted to

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CSR, or through foundation(s) laid down by the companies or through partnership with NGO's, Academic Institutions or with some international agencies or through the partnership with the Government (State and Central).

The Impact of CSR Programs on Rural Area and on Its Development

The impact of CSR programs of the sample 25 companies (public & Private) are segregated on the basis of the Industry they are into. Following are the observations on CSR programs of undertaken or in progress:-

Automobile Industry

TATA Motors, on the healthcare front, organized medical camps and trains community members in first-aid as mid-wives and as community health workers. In states like Jharkhand, where malnourishment among children is high, the company runs malnutrition treatment centers in partnership with UNICEF and the state government.

Ford Motor Company has started a key program in Maternal & Child Healthcare in Kalvarayan Hills in Villupuram district at Chennai. Ford India is also supporting Sanjeevi, a primary healthcare Centre for close to 15 years. Over the years, the Centre has provided near-free medical care to more than 400,000 people in surrounding villages. The Centre also organizes various awareness camps, in order to reach out to the community and volunteers from Ford participate in these camps. Recently, Ford also commissioned a project to upgrade infrastructure and facilities at a community health Centre in Sanand, Gujarat. Some of the NGOs that Ford has partnered for programs addressing local priorities include Round Table, Society for Poor People Development, Hand in Hand India and Rotary Club.

Hero Moto Corps Ltd., a Multi-specialty hospital equipped with the latest diagnostic and surgical technology. The Raman Munjal Memorial Hospital provides healthcare to the rural population in and around Dharuhera, and also caters to accident and trauma victims driving along the Delhi-Jaipur highway. In Rural Health care besides setting up a modern hospital, the Foundation also regularly provides doorstep health care services to the local community. Free health care and medical camps are now a regular feature in the Hero Group's community outreach program.

Mahindra and Mahindra: The Mahindra Foundation has been set up with a specific objective: to provide medical relief to the poor and needy sections of society. The foundation has helped patients suffering from cancer, heart ailments as well as burn victims. Blood Donation Camps (totally 14 camps conducted with 797 donors), Eye Camps Surgical Camp in association with Rotary Club for about 300 tribes, Health Check Up camp at CST Mumbai. HIV/ Aids Awareness (Camps were conducted in both urban & rural areas), toilet construction for school children, typhoid Vaccinations for 200 children. Pulse Polio Awareness Drive, Dental Checkup Camp.

At **Larsen and Toubro** over the years, the Centre's has been set up in different parts of the

country started catering to the poor, offering free consulting and services such as dialysis and X-rays at substantially subsidized rates. It now also has nine mobile healthcare vans going to remote areas and slums, complementing the healthcare Centre's.

Information Technology Industry

Infosys will work with organizations working in medical or health-related projects such as providing support for cancer treatment, cataract surgeries, etc.

Wipro (Initiatives by **Wipro Cares**) conducted seven of its health care projects in four states of India Wipro Cares is providing more than 75000 people in 53 villages access to primary health care.

Tata Consultancy Services, Retina India Foundation is an NGO focused on patient care for visually challenged (retina related) persons in India. TCS has prepared the prototype for a National Retina Disease Registry System. Operation Smile is an international NGO which provides free surgery for cleft lips, cleft palates and other facial deformities to economically backward children. Impact India Foundation focuses on reducing disabilities affecting a population of 1.5 million marginalized people through curative and preventive measures. Mumbai Mobile Crèches (MMC) has a comprehensive child care system for the children of laborers in the construction industry, in collaboration with government agencies.

Steel and Aluminum Industry

SAIL has conducted 267 health camps benefiting more than 4.5 lakhs people.

Vedanta Aluminum Ltd. covered 53 villages with 32,000 villagers by providing free medicines, treatment and referral services through its mobile health units.

TATA Steel with its dream project Tata Steel Family Initiatives Foundation (TSFIF) established 'Lifeline Express' hospital on wheels which has helped over 50,000 patients in Jharkhand, Orissa and Chhattisgarh.

Pharmaceutical Industry

Glaxo Smith Kline Pharma ceuticals Ltd. Medical check-up and treatment offered at Trust's Mobile Van Ongoing Health camps and Health awareness programs. Primary. Healthcare Centre provides Primary healthcare facilities and quality health education to the children who are rag pickers and their families who work in and around the dumping ground. GSK India undertakes a number of Rural Development initiatives through its trust GRAMIN AAROGYA VIKAS SANSTHA (GAVS), a Rural Health Development Organization. GAVS originally worked in 15 predominantly Tribal villages in Peth Taluka, Nashik District. Currently the Trusts' Mobile Clinic covers a distance of 160 km each day and visits a cluster of 35 villages in rotation, covering over 80 villages

Lupin Ltd is committed to the challenging task of becoming a proactive partner n nation building through the Lupin Human Welfare & Research Foundation (LHWRF) covers family welfare, immunization, health camps, TB eradication programs.

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Ranbaxy Laboratories Ltd. covers Maternal & Child health Antenatal Care Immunization– (Tuberculosis, Diphtheria, Polio, Whooping Cough, Tetanus & Measles). RCHS continues to work actively on critical issues related to HIV/AIDS which is committed to developing a drug that is not only safe and effective, but also affordable to people in India; tuberculosis, malaria, polio, non-communicable chronic diseases and female feticide. *Ranbaxy Science Foundation* dedicated to promote scientific endeavours in the country by encouraging and rewarding and channelling national and international knowledge and expertise on subjects connected with treatment of diseases afflicting mankind.

Cipla Ltd took a lead in announcing A triple drug therapy for HIV/AIDS at a price of USD \$ 350 per patient per year as compared to the price in access of USD \$ 10000 to USD \$ 15000 charged by western manufacturer. The Company has offered to provide antiretroviral drugs, free of charge for a two-year period to the National Aids Control Organization in India to help prevent mother- to - child transmission of HIV. Cipla also provides medicines to treat over a million poor, aged patients in slums and villages through Helpage India, the Umeed Foundation, etc.

Dr. Reddy's Laboratory Ltd. the Naandi Foundation is an autonomous, public trust that works together with governments, corporate houses and the society to improve the lives of the underprivileged. The Power of 10™ is an innovation devised by Naandi to enable individuals and corporates to change lives for the better. This is a mechanism that allows everyone to do their bit for society by donating Rs.10 every month towards a cause. Closeto 5,800 patients from over 30,000 families were treated in 38 villages and 21 urban slums.

FMCG Industry

The Associated Chambers of Commerce and Industry of India (ASSOCHAM), recently released a report saying that Indian companies engaged in FMCG and chemical sectors were most active in CSR.

Coca Cola India Inc., the Company also organized Health Camps in urban slum and rural areas in several parts of country, which benefited over 40000 women and children.

Dabur India Ltd. Promoting health and hygiene amongst the under privileged through the Chunni Lal Medical Trust; and diagnostic and healthcare facilities, organising health camps, OPD & Diagnostic Facilities: Mother & Child Healthcare, Eye Care Camps Prevention of female feticide; AIDS awareness in Ghaziabad district in Uttar Pradesh.

ITC Limited has various activities and initiatives under CSR- **Reducing child mortality & improving maternal health:** Basic hygiene and sanitation improvement initiatives; **combating diseases-** Health Centre's and camps.

6. Banking Industry

ICICI Bank focused on early child health, improvement in nutrition among women and children.

Axis Bank Medical Relief and Trauma Care, Sanitation

SBI Bank has extended financial assistance for 300 Ambulance Vans to needy and service organizations, 42,000 water purifiers and 1, 40,000 ceiling fans to more than fifty thousand schools to provide clean water and conducive climate to school children. Under health care activities SBI has extended assistance to a tune of Rs.14 crores for support to hospitals in the form of Medical equipment's and others.

UCO Bank under health care category with Thalassemia Society of India was provided with Bank's donation of Rs.6 lakh for treatment of Thalassemic children belonging to BPL category. A van costing Rs.7.90 lakh was donated to Disha Foundation, Jaipur for the physically and mentally retarded.

Bank of Baroda started Vaccination projects for controlling spread of diseases/epidemics. Providing support to organizations extending support to handicapped persons like blind, lame, deaf and dumb, etc. or suffering from any other disabilities.

Allahabad Bank give financial support to Provision of arsenic-free drinking water in a village, Contribution towards development of the interior of a high quality diagnostic clinic meant for the economically weaker sections of the society; Contribution towards renovation of a rehabilitation Centre for mentally challenged women, Donation of a vehicle to Centralized Accident & Trauma Services (CATS) to be used for field inspection.

Andhra Bank during the year 2007-2008 adopted Gundugolanu village in Andhra Pradesh for improving health, sanitation, and education facilities with a comprehensive budget of 5.50cr.

Conclusions and Recommendations

According to 'CSR in Healthcare- Making it Work; Ideas in healthcare for CSR' by Samhita, February, 2014^[6], has provided with **Solutions and best practices** in improving the conditions in Healthcare care sector of Rural Areas.

As a company looking to address causes of healthcare through its CSR, there are several options available. Programs can address economic bottlenecks of patients, unavailability of access to healthcare services (infrastructure or trained personnel), lack of medical insurance, and much more. There are some programs and models that have worked successfully in India in the past and which can be helpful in eradicating the gap between the target group and the Companies who are designing the initiatives towards the better Rural Health Care System.

Providing High Quality Primary Health Care To Rural Areas

Creating incentives for qualified doctors to move to rural areas on a large scale is cumbersome. There is need for high quality and sustainable access to primary care in rural areas.

Mobile Health Camps and Community-Based Volunteering

Many people are forced to travel to get to the closest station to reach a health center. In such situations, setting up mobile health camps with pre-scheduled journey plans can be useful.

Dialing for better health: The uses of m Health:

1. Information delivery and monitoring
2. Better service delivery
3. Monitoring and assimilating data

Use of Technology

Connecting online platforms to mobile phones can also enable patients to specifically ask questions to doctors via SMS and receive an instant reply. However, this information should also be connected to the closest primary health center (PHC) for the patient to visit the clinic/hospital during emergency.

Process Innovation and Affordable Medical Insurance

Central Government under the Rashtriya Swasthya Bima Yojana has made it mandatory for all workers under the National Rural Employment Guarantee Act to get covered, less than half the population in India is covered or will be covered by 2015. Lack of access to insurance serves as a detriment to accessing tertiary healthcare such as surgeries. This might serve as a severe blow to those suffering from chronic diseases. With the help of Yes has vini Micro Insurance, launched in partnership with the Karnataka State Government, surgeries are covered for all patients and family members of rural co-operative societies in Karnataka.

Awareness Campaigns and Community Sensitization

Over the past many years, while maternal mortality has gone down, 150 women still die every day due to preventable pregnancy complications. Pregnant women, especially in rural and semi-urban areas fail to visit PHCs due to a number of problems, the major reason being lack of awareness.

Spreading Awareness

1. Gynaecworld's 'Growing up' program reached 50 lakh girls.
2. The 'Kishori' program educates Anganwadis about health problems prevalent among girl children. The Anganwadis in turn, spread awareness among other members of the community.

Besides these Solutions Mentioned, the Companies Must also follow these in the CSR Best Practices

1. The company should have a dedicated CSR division with well trained, qualified and experienced professionals from social science i.e. Social Work, Sociology, Rural Development and Development Studies and management background for better planning, implementation and evaluation of CSR initiatives.
2. Social audit should be conducted by an external agency to assess the CSR performance of the company.
3. An annual report on Corporate Social Responsibility should be prepared to highlight the company's commitment for sustainable community development.
4. Effective partnerships between corporates, NGOs and the government will place India's social development towards tremendous growth.

5. CSR programs should be based on the felt-need of the rural people so that their participation in the program can be enhanced. Moreover, it is necessary to create jobs and economic activity in rural community with a view to uplift the rural population.

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